



Your business letterhead presents an opportunity for your clients to have your identity right in their hands. It doesn't only reflect your organization's image, but personality and quality as well.

A high-quality letterhead doesn't only feel good in the hand; it also creates a lasting impression by its weight and feels even before the reader sees the text. While there are several companies offering [letterhead printing in Richmond](#), you should bear the following qualities in mind before printing your letterheads.

## Letterhead Content

## Create a Lasting First Impression of Your Business with a Quality Letterhead Design

Written by News Feature

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Normally, the key element in a letterhead is the company's name, and this should appear in the largest font. While there are several variations that are acceptable for this theme, the business name is traditionally centered with other features appearing below it. A perfect letterhead is neatly arranged with lots of blank spaces and no crowding of the features that usually include:

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Business name

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Address

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Logo

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Phone Numbers

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Email Address

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Fax Numbers

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A simple statement about your business may also be included and is normally

placed underneath the business name.

### **Layout**

With the letterhead layout, the focus is to draw direct attention to the company name; not to be distracted by numerous decorative elements. All the text elements should be clearly legible; sized from 9-12 pts., apart from the business name which should use the largest type as you deem fit. It is advisable to use a maximum of two fonts and also be economical with italic and bold elements. Likewise, avoid using all block letters for they are hard to read.

Your preferred typefaces need to match the personality and purpose of your business. Generally, serif types, such as Times New Roman, are regarded as formal whereas sans serif types, like Arial, are more casual. Should you choose to use the ornate types, you have to be very careful and use them only if they are appropriate for the business and legible.

### **The Paper**

For a good letterhead, the quality of paper used is essential. A good-quality paper represents your company as a stable and well-financed one. Here's what to consider for the paper:

### **Finish**

Textured or smooth, you need a quality uncoated paper that can run through a desktop or laser printer without smudging. While smooth stocks bring out the best of your colour designs and are more commonly available and cost-effective, textured stocks, like laid or linen offer a pleasant tactile feel.

If you want your letterhead to closely match your brochures or business cards printed on glossy or matte coated papers, then smooth stocks should be your perfect choice.

## Weight

You should always go for premium-weight paper as the standard bond paper used by most businesses for printing and copying won't provide the sense of quality that you intended to express in your official letters. Go for 24 lb. bond or 70 lb. text.

## Colour

You should realize that ink prints in a different way on coloured paper as compared to white paper. Therefore, you need to determine what you want to achieve before you choose the right coloured stock for your letterheads.

## Conclusion

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While there is sufficient technology for businesses to create letterheads and other printed materials in-house, it is generally best to contract the services of professional printers and designers to maximize the impact of your presentation. Keeping the above tips in mind, you will definitely have a presentable letterhead, and this can be simply achieved by getting in touch with Fine Print, a premier company when it comes to letterhead printing in Richmond.